

PREKSHA CHHAJER

User Experience Designer

Strategic UX Designer with a focus on creating seamless user experiences that drive business success. Adept at collaborating with cross-functional teams, I bring a multi-perspective approach to solving complex problems. My design solutions are grounded in deep user research and align with company goals, consistently exceeding performance targets.

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EDUCATION

B.Des in User Experience Design MIT Institute of Design, MIT ADT University | Pune 2019-2023

WORK EXPERIENCE

FULL-TIME

UX Designer EvolutionCo | Mumbai, India (Onsite) March 2024 - Present

- Worked on projects for clients like Legrand India, Tata Communications, Aditya Birla Capital, GIB (Bahrain), New Balance (USA), and M1 Telecom (Singapore).
- Partnered with the Director of Customer Experience and Founder’s Office to align client requirements with business objectives, leading design and execution for Proof of Concept solutions.
- Developed internal project dashboards, conducted user research/testing, and facilitated design thinking workshops.

UX Designer AerX Labs | Bengaluru, India (Onsite) July 2023 - December 2023

- Researched and created a gamified quiz app for an aviation academy, targeting a 15% increase in user retention and a 35% rise in daily users.
- Established a central design system, ensuring workflow consistency across in-house software.
- Worked with stakeholders to align design with business goals; designed in-house products using Figma and Adobe Suite.

FREELANCE

UX Design Specialist zHealth EHR | San Francisco, USA (Remote) August 2023 - April 2024

- Led the first product redesign since 2015, collaborating with the CEO and key stakeholders.
- Streamlined 10+ user flows and improved 8+ modules, optimizing daily operations at chiropractic centers.
- Conducted user testing to enhance workflows, aiming for a 20% efficiency increase.

UX Designer vidBoard.ai | Gurugram, India (Remote) August 2022 - November 2022

- Led UX design for product v2.0: 200+ screens, 25+ features, 3 themes, and 3+ iterations, final product launched in May 2023.
- Conducted user research (25 interviews), aligned design with business goals, and optimized an AI-based presentation platform (ranked #1 on Product Hunt).

UX Designer Enhelion | Gurugram, India (Remote) March, 2022 - May, 2022

- Revamped the company website, increasing engagement by 45%.
- Streamlined course enrollment and payment processes, added micro-interactions, and enhanced course content.
- Collaborated with the Founder on design decisions and Incubator applications, leading to DMZ Cairo incubation.

INTERNSHIP

User Experience Design Intern AerX Labs | Bengaluru January 2023 - June 2023

- Designed 2 digital products for NCC rowing simulators, focusing on gamified UX.
- Established 2 design systems and gathered 25 user insights through UX research.

UX Research Intern Cubyts | Bengaluru June 2022 - August 2022

- Estimated market size of the design student community for a B2B design management solution.
- Collated 150 user surveys, conducted 20 student interviews to build creative strategies from research.
- Analyzed behavioral insights from user research to propose 5 solutions per key pain point.

AWARDS

ADAS Research & Design MIT Institute of Design, MIT ADT University | Pune 2022

- Won ADAS Research & Design competition by Initia (UNO Minda) for identifying and solving problems faced by Indian drivers

DESIGN SKILLS

- UX Research • Design Thinking • Rapid Prototyping • Creative strategist • AI Enthusiast • UI Design • HTML & CSS

SOFTWARE SKILLS

- Figma • Adobe Creative Suite • Mocups • Notion • Trello